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12 Attorneys for Plaintiff
13 COUPONS, INC.

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UNITED STATES DISTRICT COURT
NORTHERN DISTRICT OF CALIFORNIA
SAN JOSE DIVISION

12 COUPONS, INC.,

Case No. 5:07-CV-03457 HRL

13 Plaintiff,

14 vs.
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**DECLARATION OF JEFFREY
WEITZMAN**

JOHN STOTTELMIRE, and DOES 1-10,
Defendants.

Date: December 4, 2007
Time: 10:00 a.m.
Courtroom: 2
Judge: Honorable Howard R. Lloyd

I, Jeffrey Weitzman, declare as follows:

1. I am the Chief Marketing Officer at Coupons, Inc., located in Mountain View, California. I have personal knowledge of the facts set forth herein and, if called as a witness, could and would testify competently thereto.

2. At this time there has been no discovery conducted in this matter, and the parties have not yet exchanged initial disclosures. Coupons, Inc. has not yet had the opportunity to serve any written discovery or subpoenas, or to depose Defendant John Stottlemire ("Stottlemire") or other witnesses. Such discovery will allow Coupons, Inc. to collect evidence to support its claims and to make its *prima facie* case against Defendants. Discovery will also allow Coupons, Inc. to address more thoroughly the issues raised by Stottlemire's Motion for Summary Judgment.

235 Montgomery Street, 17th Floor
San Francisco, CA 94104
(415) 954-4400
Farella Braun & Martel LLP
DECLARATION OF JEFFREY WEITZMAN /
USDC/NDC/SJ 5:07-CV-03457 HRL

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1 3. Coupons, Inc. expects that discovery will include, but not be limited to, the
2 following documents and information relevant to the issues raised in Stottlemire's motion:

3 a. Documents in Stottlemire's possession or in the possession of third parties
4 confirming that Stottlemire created and offered a method and a software
5 program primarily designed for the purpose of circumventing Coupons,
6 Inc.'s security features;

7 b. Documents in Stottlemire's possession or in the possession of third parties
8 confirming that Stottlemire marketed to others a method and a software
9 program primarily designed for the purpose of circumventing Coupons,
10 Inc.'s security features;

11 c. Documents in Stottlemire's possession or in the possession of third parties
12 and/or admissions from Stottlemire confirming that the Coupon Queen
13 forum member identified by the handle "virtually_john" is John
14 Stottlemire;

15 d. Documents in Stottlemire's possession or in the possession of third parties
16 and/or admissions from Stottlemire confirming the degree to which
17 Stottlemire assisted third parties with the installation of his software
18 program and the removal of Coupons, Inc.'s security features; and

19 e. Documents in Stottlemire's possession or in the possession of third parties
20 and/or admissions from Stottlemire confirming the degree to which third
21 parties were unable to disable Coupons, Inc.'s security features to print
22 more than the authorized number of coupons without Stottlemire's
23 assistance.

24 4. Coupons, Inc. also cannot address multiple inaccuracies in the motion for
25 summary judgment at this time because there is no protective order in place. For example,
26 Coupons, Inc. cannot provide detailed information concerning its security features, and how they
27 effectively control access to copyrighted works. The details of Coupons, Inc.'s security features
28

1 are proprietary, and therefore cannot be disclosed in a public forum or to any party without an
2 appropriate protective order in place.

3 5. Defendant Stottlemire's motion for summary judgment makes additional incorrect
4 assertions about Coupons, Inc.'s technology, including but not limited to the manner in which
5 Coupons, Inc.'s coupons are delivered to consumers and the nature of the unique identifiers sent
6 to each computer.

7 6. On June 20, 2007, I visited the website www.couponqueen.net and observed an
8 online conversation in the Coupon Queen forum between the user "virtually_john," whom I
9 believe to be Stottlemire, and a user "siageah," discussing the installation and effect of
10 Stottlemire's software. Attached hereto as Exhibit 1 is a true and correct copy of a screenshot
11 that I captured on June 20, 2007, at the Coupon Queen Forum, showing this exchange.

12 7. Coupons, Inc. has received registrations from the U.S. Copyright Office for its
13 coupons. Attached hereto as Exhibit 2 are true and correct copies of registration certificates
14 reflecting two such registrations.

15 8. After a Coupons, Inc. user has printed any single coupon the authorized number of
16 times, further attempts to print the coupon elicit a display in a browser window of a message
17 including the product image from the applicable coupon which states the coupon has been printed
18 the allowed number of times. Attached hereto as Exhibit 3 is a true and correct copy of a
19 screenshot captured on October 18, 2007, showing the print limit message. The same or a similar
20 message has been displayed, to the best of my knowledge, since at least 2001.

21 9. The technological expertise required to identify and locate the unique identifiers
22 used as a part of Coupons's security features is such that very few consumers either attempt or are
23 capable of deleting these features.

24 10. Based on the print limitation notice that appears on web screens, on direct
25 consumer feedback, and on my experience monitoring various online coupon websites, it is my
26 belief and understanding that consumers in the online coupon market do not expect to be allowed
27 to print and use an unlimited number of coupons.

1 I declare under penalty of perjury under the laws of the United States that the foregoing is
2 true and correct to the best of my knowledge. Executed this 12th day of November, 2007 in
3 Mountain View, California.

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JEFFREY WEITZMAN

EXHIBIT 1

TO

DECLARATION OF JEFFREY WEITZMAN

The Coupon Queen

Home Cart Link To Us Forum Decoder Organizer Logout
Forum Home Search Profile Members List Blogs New Posts
My Forums My Blog Private Messages (0) Chat

» Forums Index » Coupons » Internet Printed Coupons » Printing Coupons.

Topic: Printing Coupons. (3 messages, Page 1 of 1)

Author

virtually_john
-Cool Junior Member-
Posts: 21
Joined: May 20, 2007

Posted: Jun 16, 2007 05:45 PM Msg. 1 of 3

IF you are logged in...

try this...

<http://www.thecouponqueen.net/couponscom.cfm>

You must download and install the file at the top of the page. It is provided as a zip file. Just unzip it and then double click the setup.bat file.

After installing, you can print directly from that page.

Let me know if anyone has any problems with it.

PLEASE NOTE: You must have the coupon printer from coupons.com installed on your computer to use the above referenced page.

siageah
-Cool Member-
Posts: 28
Joined: May 29, 2007

Posted: Jun 17, 2007 02:34 AM Msg. 2 of 3

No go, but we all know that I have problems.

virtually_john
-Cool Junior Member-
Posts: 21
Joined: May 20, 2007

Posted: Jun 17, 2007 08:08 AM Msg. 3 of 3

Things to check on your end to ensure this works:

LaunchinIE.dll is located in your windows\system32 directory (winnt\system32 on Windows 2000)
bricks.bat is located in your windows directory (winnt on Windows 2000)
bricks.reg is located in your windows directory (winnt on Windows 2000)

The following entry is in your registry:

HKEY_Local_Machine\Software\RockinFew\LaunchinIE\Approved url1 =
<http://www.thecouponqueen.net/couponscom.cfm>

-john

Time: Wed June 20, 2007 0959

EXHIBIT 2

TO

DECLARATION OF JEFFREY WEITZMAN

CERTIFICATE OF REGISTRATION



OFFICIAL SEAL

This Certificate issued under the seal of the Copyright Office in accordance with title 17, United States Code, attests that registration has been made for the work identified below. The information on this certificate has been made a part of the Copyright Office records.

Marybeth Peters

REGISTER OF COPYRIGHTS
United States of America

FORM TX

For a Nondramatic Literary Work
UNITED STATES COPYRIGHT OFFICE

TX 5-776-192



EFFECTIVE DATE OF REGISTRATION

July 30 2003

Month Day Year

DO NOT WRITE ABOVE THIS LINE IF YOU NEED MORE SPACE USE A SEPARATE CONTINUATION SHEET

1 TITLE OF THIS WORK ▼

ONLINE COUPON AND ADVERTISING FOR MAYBELLINE FOREVER LIPCOLOR

2 PREVIOUS OR ALTERNATIVE TITLES ▼

PUBLICATION AS A CONTRIBUTION If this work was published as a contribution to a periodical serial or collection give information about the collective work in which the contribution appeared Title of Collective Work ▼

If published in a periodic or serial give	Volume ▼	Number ▼	Issue Date ▼	On Pages ▼
---	----------	----------	--------------	------------

3 NAME OF AUTHOR ▼

a Coupons Inc

Was this contribution to the work a work made for hire?

Yes
 No

AUTHOR'S NATIONALITY OR DOMICILE

Name of Country

OR Citizen of ▶ USA
Domiciled in ▶ USA

DATES OF BIRTH AND DEATH

Year Born ▼ Year Died ▼

WAS THIS AUTHOR'S CONTRIBUTION TO THE WORK

If the answer to either of these questions is Yes see detailed instructions

Anonymous? Yes No

Pseudonymous? Yes No

NOTE

Under the law the author of a work made for hire is generally the employer not the employee (see instructions). For a part of this work that was made for hire check Yes in the space provided give the employer (or other person to whom the work was prepared) as Author of that part and leave the space for dates of birth and death blank

b NATURE OF AUTHORSHIP Briefly describe nature of material created by this author in which copyright is claimed ▼

NAME OF AUTHOR ▼

DATES OF BIRTH AND DEATH

Year Born ▼ Year Died ▼

WAS THIS AUTHOR'S CONTRIBUTION TO THE WORK

If the answer to either of these questions is Yes see detailed instructions

Anonymous? Yes No

Pseudonymous? Yes No

b NATURE OF AUTHORSHIP Briefly describe nature of material created by this author in which copyright is claimed ▼

NAME OF AUTHOR ▼

DATES OF BIRTH AND DEATH

Year Born ▼ Year Died ▼

c Was this contribution to the work a work made for hire?

Yes
 No

AUTHOR'S NATIONALITY OR DOMICILE

Name of Country

OR Citizen of ▶
Domiciled in ▶

WAS THIS AUTHOR'S CONTRIBUTION TO THE WORK

If the answer to either of these questions is Yes see detailed instructions

Anonymous? Yes No

Pseudonymous? Yes No

c NATURE OF AUTHORSHIP Briefly describe nature of material created by this author in which copyright is claimed ▼

3 a

YEAR IN WHICH CREATION OF THIS WORK WAS COMPLETED

This information must be given
2003 Year in all cases

DATE AND NATION OF FIRST PUBLICATION OF THIS PARTICULAR WORK

Complete this information Month ▶ May Day ▶ 1 Year ▶ 2003
ONLY if this work has been published USA Nation

4

COPYRIGHT CLAIMANT(S) Name and address must be given even if the claimant is the same as the author giving in space 2 ▼

Coupons Inc
1301 Shoreway Rd
Belmont, CA 94002

TRANSFER If the claimant(s) named here in space 4 is (are) different from the author(s) named in space 2 give a brief statement of how the claimant(s) obtained ownership of the copyright ▼

APPLICATION RECEIVED
JUL 30 2003
ONE DEPOSIT RECEIVED

DO NOT WRITE HERE
TWO DEPOSITS RECEIVED
JUL 30 2003
FUND RECEIVED

MORE ON BACK ▶ Complete all applicable spaces (numbers 5-9) on the reverse side of this page
See detailed instructions
Sign the form at line 8

DO NOT WRITE HERE
Page 1 of 2 pages

Amended by C O authority phone call to Joseph Adams
on 8/11/03

EXAMINED BY	FORM TX
CHECKED BY	
<input type="checkbox"/> CORRESPONDENCE	FOR COPYRIGHT OFFICE USE ONLY
<input type="checkbox"/> Yes	

DO NOT WRITE ABOVE THIS LINE IF YOU NEED MORE SPACE USE A SEPARATE CONTINUATION SHEET

PREVIOUS REGISTRATION has registration for this work or for an earlier version of this work, already been made in the Copyright Office?

Yes No If your answer is Yes, why is another registration being sought? (Check appropriate box) a

a This is the first published edition of a work previously registered in unpublished form

b This is the first application submitted by this author as copyright claimant

c This is a changed version of the work, as shown by space 6 on this application

If your answer is Yes, give Previous Reg. Serial or Number Y of X questions b

5

DERIVATIVE WORK OR COMPILED

Proceeding Material Identify any preexisting work or works that this work is based on or incorporates a

6

Material Added to This Work Give a brief general statement of the material that has been added to this work and in which copyright is claimed b

Selection arrangement coordination of text data unique 2 D bar code UPC and EAN or other special code
manufacturer's trademark and/or logo author's trademark and promotional language

See instructions
before completing
this space

DEPOSIT ACCOUNT If the registration fee is to be charged to a Deposit Account established in the Copyright Office give name and number of Account
Name a

7

Account Number b

CORRESPONDENCE Give name and address to which correspondence about this application should be sent Name / Address / Apt / City / State / ZIP a

Joseph Adams c/o Wilson Sonsini Goodrich & Rosati
650 Page Mill Road
Palo Alto CA 94304 1050

8

Area code and daytime telephone number 650-493 9300

Fax number 650-493 6811

Email jadams@wsgr.com

CERTIFICATION I the undersigned hereby certify that I am the

Check only one a

author

b the copyright claimant

c owner of a claim d

e authorized agent of Copyright, Inc.

Name of author or other copyright claimant or owner of exclusive right(s) a

Typed or printed name and date If this application gives a date of publication in space 3 do not sign and submit before that date

Steven Boal

Date July 29 2003

Handwritten signature 

X

9

Certificate
will be
mailed in
window
envelope
to this
address

Name Joseph Adams c/o Wilson Sonsini Goodrich & Rosati
Number/Street/Post 650 Page Mill Road
City/State/ZIP Palo Alto CA 94304-1050

Complete all necessary spaces
sign your application in space 8

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17 U.S.C. § 505(a) Any person who knowingly makes a false representation of a material fact in the application for copyright registration provided for by section 403 or in any written statement filed in connection with the application shall be fined not more than \$2,500

Rev June 2002-2003 Web Rev June 2002 Printed on recycled paper

U.S. Government Printing Office 2004-411 113/20 021

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Marybeth Peters

REGISTER OF COPYRIGHTS
United States of America

FORM TX

For a Nondramatic Literary Work
UNITED STATES COPYRIGHT OFFICE

REF ID: TX

TX 5-776-191



DATE OF REGISTRATION

July 30 2003

Month Day Year

DO NOT WRITE ABOVE THIS LINE IF YOU NEED MORE SPACE USE A SEPARATE CONTINUATION SHEET

1 TITLE OF THIS WORK ▼
ONLINE COUPON AND ADVERTISING FOR TONE BODY WASH

PREVIOUS OR ALTERNATIVE TITLES ▼

PUBLICATION AS A CONTRIBUTION If this work was published as a contribution to a periodical serial or collection give information about the collective work in which the contribution appeared Title of Collective Work ▼

If published in a periodical or serial give Volume ▼ Number ▼ Issue Date ▼ On Pages ▼

2 NAME OF AUTHOR ▼
a Coupons Inc

Was this contribution to the work a work made for hire? Yes No

AUTHOR'S NATIONALITY OR DOMICILE
Name of Country
OR Citizen of □ USA
Domiciled in □ USA

DATES OF BIRTH AND DEATH
Year Born ▼ Year Died ▼

WAS THIS AUTHOR'S CONTRIBUTION TO THE WORK

If the answer to either of these questions is Anonymous? Yes No Yes see detailed instructions
Pseudonymous? Yes No Instructions

NOTE

Under the law of a work made for hire is generally the employer not the employee (see notes). For any part of this work that was made for hire check Yes the space provided or the employee (or other person for whom the work was prepared) as Author of that part and leave the space to dates of birth and death blank.

b

Was this contribution to the work a work made for hire? Yes No

AUTHOR'S NATIONALITY OR DOMICILE
Name of Country
OR Citizen of □ _____
Domiciled in □ _____

DATES OF BIRTH AND DEATH
Year Born ▼ Year Died ▼

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Pseudonymous? Yes No Instructions

c

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AUTHOR'S NATIONALITY OR DOMICILE
Name of Country
OR Citizen of □ _____
Domiciled in □ _____

DATES OF BIRTH AND DEATH
Year Born ▼ Year Died ▼

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If the answer to either of these questions is Anonymous? Yes No Yes see detailed instructions
Pseudonymous? Yes No Instructions

3 a YEAR IN WHICH CREATION OF THIS WORK WAS COMPLETED This information must be given Year in all cases 2003

b DATE AND NATION OF FIRST PUBLICATION OF THIS PARTICULAR WORK
Complete this information ONLY if this work has been published Month □ April Day □ 30 Year □ 2003 Nation □ USA

APPLICATION RECEIVED

JUL 30 2003

ONE DEPOSIT RECEIVED

TWO DEPOSITS RECEIVED

JUL 30 2003

FUNDS RECEIVED

See instructions before completing this space

COPYRIGHT CLAIMANT(S) Name and address must be given even if the claimant is the same as the author given in step 2 ▼

Coupons Inc
1301 Shoreway Rd
Belmont CA 94002

TRANSFER If the claimant(s) named here in space 4 is (are) different from the author(s) named in space 2 give a statement of how the claimant(s) obtained ownership of the copyright ▼

MORE ON BACK ▶ Complete all applicable spaces (numbers 5-9) on the reverse side of this page
See detailed instructions

Sign the form in this space

DO NOT WRITE HERE
Page 1 of 1 pages

Amended by C O authority phone call to Joseph Adams
on 8/11/03

EXAMINED BY	FORM TX
CHECKED BY	
FOR COPYRIGHT OFFICE USE ONLY	
<input type="checkbox"/> CORRESPONDENCE Yes	

DO NOT WRITE ABOVE THIS LINE IF YOU NEED MORE SPACE USE A SEPARATE CONTINUATION SHEET

PREVIOUS REGISTRATION Has registration for this work or an earlier version of this work ready been made in the Copyright Office?

Yes No If your answer is Yes why is another registration being sought? (Check appropriate box) ▼

a This is the first published edition of a work previously registered in unpublished form

b This is the first publication submitted by this author as copyright claimant

c This is a changed version of the work, as shown by space 6 on this application

If you answer is Yes give Previous Registration Number ▶

Year of Registration ▶

5

DERIVATIVE WORK OR COMPILED

Free string M ▶ If it is a derivative work or works that this work is based on or incorporates ▶

a 6

Material Added to This Work Give b of general statement of the material that has been added to this work and in which copyright is claimed ▶

Selection arrangement coordination of text data unique 2 D bar code UPC and EAN or other special code
manufacturer's trademark and/or logo author's trademark and promotional language

See instructions
before completing
this space

b

DEPOSIT ACCOUNT If the registration fee is to be charged to a Deposit Account established in the Copyright Office give name and number of Account
Name ▶ Account Number ▶

a 7

CORRESPONDENCE Give name and address to which correspondence about this application should be sent Name/Address/Apt/City/State/ZIP ▶

Joseph Adams c/o Wilson Sonsini Goodrich & Rosati
650 Page Mill Road
Palo Alto CA 94304 1050

b

Area code & daytime telephone number ▶ 650-493 9300

Fax number ▶ 650-493 6811

Email ▶ jadams@wsgr.com

CERTIFICATION I the undersigned hereby certify that I am the

Check only one ▶

of the work identified in this application and that the statements made
by me in this application are correct to the best of my knowledge

author
 other copyright claimant
 owner of exclusive right(s)
 authorized agent of Coupons, Inc

Name of author or other copyright claimant or owner of exclusive right(s) ▶

8

Typed or printed name and date ▶ If this application gives a date of publication in space 3 do not sign and submit it before that date

Steven Boal

Date ▶ July 29 2003

Handwritten signature (X) ▶

X

Certificate
will be
mailed in
window
envelope
to this
address

Name ▶
Joseph Adams c/o Wilson Sonsini Goodrich & Rosati
Number/Street/Apt ▶
650 Page Mill Road
City/State/ZIP ▶
Palo Alto CA 94304-1050

Handwritten signature (X) ▶

Complete all necessary spaces.
Sign your application in space 5

1 Application form
2 Nonrefundable filing fee in check or money
order payable to Register of Copyrights
3 Deposit material

Library of Congress
Copyright Office
101 Independence Avenue S.E.
Washington D.C. 20559-6000

Form 06-200 (2-02) Copyright Office
101 Independence Avenue S.E.
Washington, D.C. 20559-6000
(202) 707-3000

9

17 U.S.C. § 506(e) Any person who knowingly makes a false representation of a material fact in the application for copyright registration provided for by section 408 or in any written statement filed in connection with the application shall be fined not more than \$2,500

Rev. June 2002 20-000 Web Rev. June 2002 Printed on recycled paper

U.S. Government Printing Office 2000-401 11/23/02

EXHIBIT 3

TO

DECLARATION OF JEFFREY WEITZMAN



THANK YOU!

Sorry! You have already printed this coupon the number of times allowed.

You may close this window.



TRUSTe
CERTIFIED PRIVACY



BBB ONLINE
BBB RELIABILITY
PROGRAM



PRIVACY
BBB ONLINE

©2007 Coupons, Inc.

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